

The Language of Participation

Engaging Stakeholders in Ethnic
Communities

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The Language of Participation

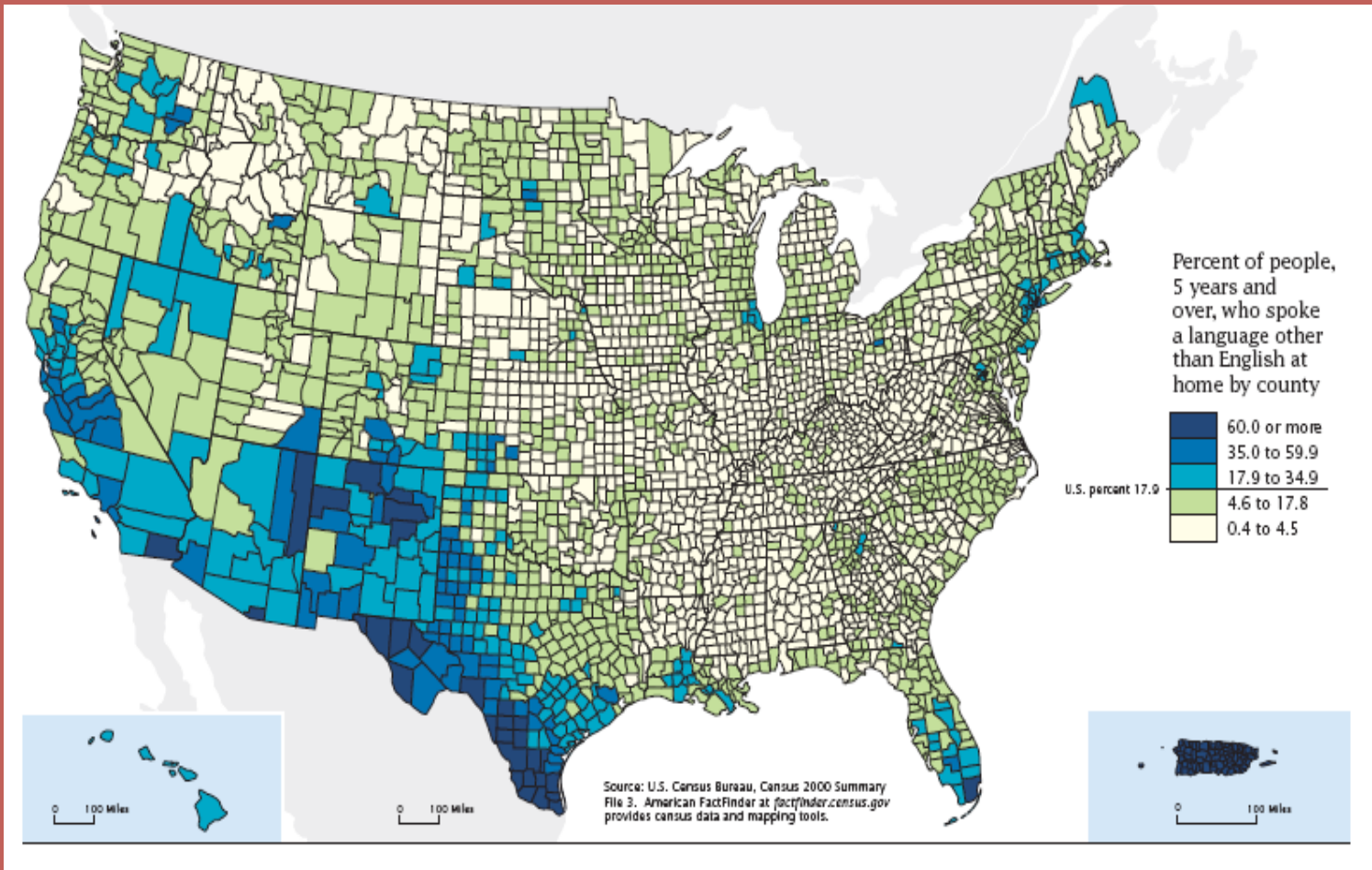
Changing U.S. Demographics

- Rising rates of speakers of languages other than English
- Rising rates of those who report not speaking English well
- Increasing dominance in gateway states and metropolitan areas
- Dispersion to non-traditional areas



The Language of Participation

Language Other than English Spoken at Home



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Dominant Languages

Table 1.
Twenty Languages Most Frequently Spoken at Home by English Ability for the Population 5 Years and Over: 1990 and 2000

(Data based on sample. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see www.census.gov/prod/cen2000/doc/sf3.pdf)

Language spoken at home	1990		2000					
	Rank	Number of speakers	Rank	Number of speakers				
				Total	English-speaking ability			
					Very well	Well	Not well	Not at all
United States	(X)	230,445,777	(X)	262,375,152	(X)	(X)	(X)	(X)
English only	(X)	198,600,798	(X)	215,423,557	(X)	(X)	(X)	(X)
Total non-English	(X)	31,844,979	(X)	46,951,595	25,631,188	10,333,556	7,620,719	3,366,132
Spanish	1	17,339,172	1	28,101,052	14,349,796	5,819,408	5,130,400	2,801,448
Chinese	5	1,249,213	2	2,022,143	855,689	595,331	408,597	162,526
French	2	1,702,176	3	1,643,838	1,228,800	269,458	138,002	7,578
German	3	1,547,099	4	1,382,613	1,078,997	219,362	79,535	4,719
Tagalog	6	843,251	5	1,224,241	827,559	311,465	79,721	5,496
Vietnamese ¹	9	507,069	6	1,009,627	342,594	340,062	270,950	56,021
Italian ¹	4	1,308,648	7	1,008,370	701,220	195,901	99,270	11,979
Korean	8	626,478	8	894,063	361,166	268,477	228,392	36,028
Russian	15	241,798	9	706,242	304,891	209,057	148,671	43,623
Polish	7	723,483	10	667,414	387,694	167,233	95,032	17,455
Arabic	13	355,150	11	614,582	403,397	140,057	58,595	12,533
Portuguese ²	10	429,860	12	564,630	320,443	125,464	90,412	28,311
Japanese ²	11	427,657	13	477,997	241,707	146,613	84,018	5,659
French Creole	19	187,658	14	453,368	245,857	121,913	70,961	14,637
Greek	12	388,260	15	365,436	262,851	65,023	33,346	4,216
Hindi ³	14	331,484	16	317,057	245,192	51,929	16,682	3,254
Persian	18	201,865	17	312,085	198,041	70,909	32,959	10,176
Urdu ³	(NA)	(NA)	18	262,900	180,018	56,736	20,817	5,329
Gujarathi	26	102,418	19	235,988	155,011	50,637	22,522	7,818
Armenian	20	149,694	20	202,708	108,554	48,469	31,868	13,817
All other languages	(X)	3,182,546	(X)	4,485,241	2,831,711	1,060,052	479,969	113,509

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Table 2.
Language Use and English-Speaking Ability for the Population 5 Years and Over for the United States, Regions, and States and for Puerto Rico: 1990 and 2000

(Data based on sample. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see www.census.gov/prod/cen2000/doc/sf3.pdf)

Area	1990			2000			1990 and 2000 percent change in "Spoke a language other than English at home"
	Population 5 years and over	Spoke a language other than English at home	Percent	Population 5 years and over	Spoke a language other than English at home	Percent	
United States	230,445,777	31,844,979	13.8	262,375,152	46,951,595	17.9	47.4
Region							
Northeast	47,319,352	7,824,285	16.5	50,224,209	10,057,331	20.0	28.5
Midwest	55,272,756	3,920,660	7.1	60,054,144	5,623,538	9.4	43.4
South	79,248,852	8,669,631	10.9	83,431,879	14,007,396	15.0	61.6
West	48,604,817	11,430,403	23.5	58,664,920	17,263,330	29.4	51.0
State							
Alabama	3,759,802	107,866	2.9	4,152,278	162,483	3.9	50.6
Alaska	495,425	60,165	12.1	579,740	82,758	14.3	37.6
Arizona	3,374,806	700,287	20.8	4,752,724	1,229,237	25.9	75.5
Arkansas	2,186,665	60,781	2.8	2,492,205	123,755	5.0	103.6
California	27,383,547	8,619,334	31.5	31,416,629	12,401,756	39.5	43.9
Colorado	3,042,986	320,631	10.5	4,006,285	604,019	15.1	88.4
Connecticut	3,060,000	466,175	15.2	3,184,514	583,913	18.3	25.3
Delaware	617,720	42,327	6.9	732,378	69,533	9.5	64.3
District of Columbia	570,284	71,348	12.5	539,258	90,417	16.8	26.7
Florida	12,095,284	2,098,315	17.3	15,043,603	3,473,864	23.1	65.6
Georgia	5,984,188	284,546	4.8	7,594,476	751,438	9.9	164.1
Hawaii	1,026,209	254,724	24.8	1,134,351	302,125	26.6	18.6
Idaho	926,703	58,995	6.4	1,196,793	111,879	9.3	89.6
Illinois	10,585,838	1,499,112	14.2	11,547,505	2,220,719	19.2	48.1
Indiana	5,146,180	245,826	4.8	5,657,818	365,082	6.4	47.3
Iowa	2,583,526	100,391	3.9	2,738,489	160,022	5.8	59.4
Kansas	2,289,615	131,604	5.7	2,500,360	218,655	8.7	66.1
Kentucky	3,434,955	86,482	2.5	3,776,230	148,473	3.9	71.7
Louisiana	3,686,353	391,994	10.1	4,153,367	382,364	9.2	-2.5
Maine	1,142,122	105,441	9.2	1,204,164	93,966	7.8	-10.9
Maryland	4,425,295	395,051	8.9	4,945,043	622,714	12.6	57.6
Massachusetts	5,605,751	852,228	15.2	5,954,249	1,115,570	18.7	30.9
Michigan	8,594,737	569,807	6.6	9,268,782	781,381	8.4	37.1
Minnesota	4,038,361	227,161	5.6	4,591,491	389,988	8.5	71.7
Mississippi	2,379,805	66,516	2.8	2,641,453	95,522	3.6	43.6
Missouri	4,748,704	178,210	3.8	5,226,022	264,281	5.1	48.3
Montana	740,218	37,020	5.0	847,362	44,331	5.2	19.7
Nebraska	1,458,904	69,872	4.8	1,594,700	125,654	7.9	79.8
Nevada	1,110,450	118,152	13.2	1,853,750	427,972	23.1	192.8
New Hampshire	1,024,621	88,795	8.7	1,160,340	96,088	8.3	8.2
New Jersey	7,200,696	1,406,148	19.5	7,856,268	2,001,690	25.5	42.4
New Mexico	1,390,048	493,999	35.5	1,689,911	616,964	36.5	24.9
New York	16,743,048	3,908,720	23.3	17,749,110	4,962,921	28.0	27.0
North Carolina	6,172,301	240,865	3.9	7,513,165	603,517	8.0	150.6
North Dakota	590,839	46,897	7.9	603,106	60,976	10.1	19.0
Ohio	10,063,212	546,148	5.4	10,599,968	648,493	6.1	18.7
Oklahoma	2,921,755	145,798	5.0	3,215,719	238,532	7.4	63.6
Oregon	2,640,482	191,710	7.3	3,199,323	388,669	12.1	102.7
Pennsylvania	11,085,170	806,876	7.3	11,555,538	972,484	8.4	20.5
Rhode Island	936,423	159,492	17.0	985,184	196,624	20.0	23.3
South Carolina	3,231,539	113,163	3.5	3,748,669	196,429	5.2	73.6
South Dakota	641,226	41,994	6.5	703,820	45,575	6.5	(NS)
Tennessee	4,544,743	131,550	2.9	5,315,920	256,516	4.8	95.0
Texas	15,605,822	3,970,304	25.4	19,241,518	6,010,753	31.2	51.4
Utah	1,553,351	120,404	7.8	2,023,875	253,249	12.5	110.3
Vermont	521,521	30,409	5.8	544,942	34,075	5.9	(NS)
Virginia	5,746,419	418,521	7.3	6,619,266	735,191	11.1	75.7
Washington	4,501,879	403,173	9.0	5,501,398	770,886	14.0	91.2
West Virginia	1,686,932	44,203	2.6	1,706,931	45,895	2.7	3.8
Wisconsin	4,531,134	263,638	5.8	5,022,073	382,712	7.3	30.9
Wyoming	418,713	23,809	5.7	462,809	29,485	6.4	23.8
Puerto Rico	3,522,037	(NA)	(NA)	3,515,228	3,008,567	85.6	(NA)

NA Not available. NS Not statistically different from zero at the 90-percent confidence level.

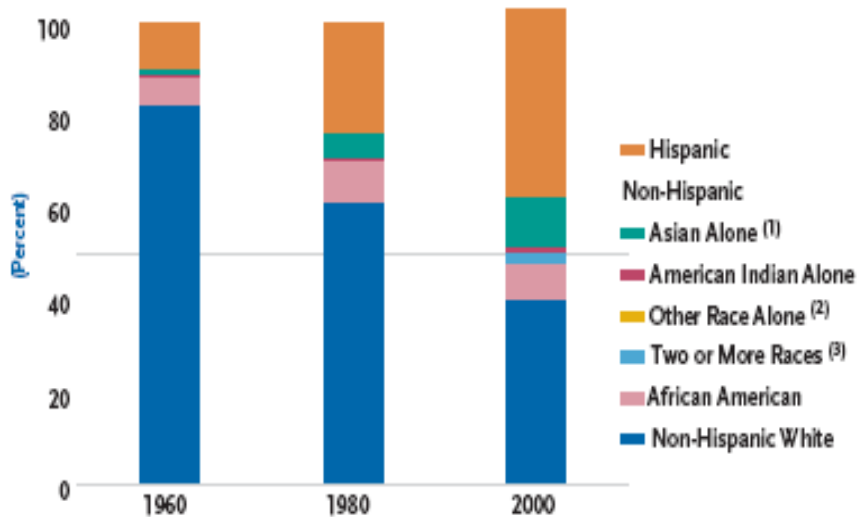
Source: U.S. Census Bureau, Census 2000 Summary File 3 and 1990 Census Summary Tape File 3.

Language
Use and
Speaking
Ability by
State

The Language of Participation

Southern California

Figure 6
Population by Race and Ethnicity



Source: State of the Region 2003: Population, Southern California Association of Governments

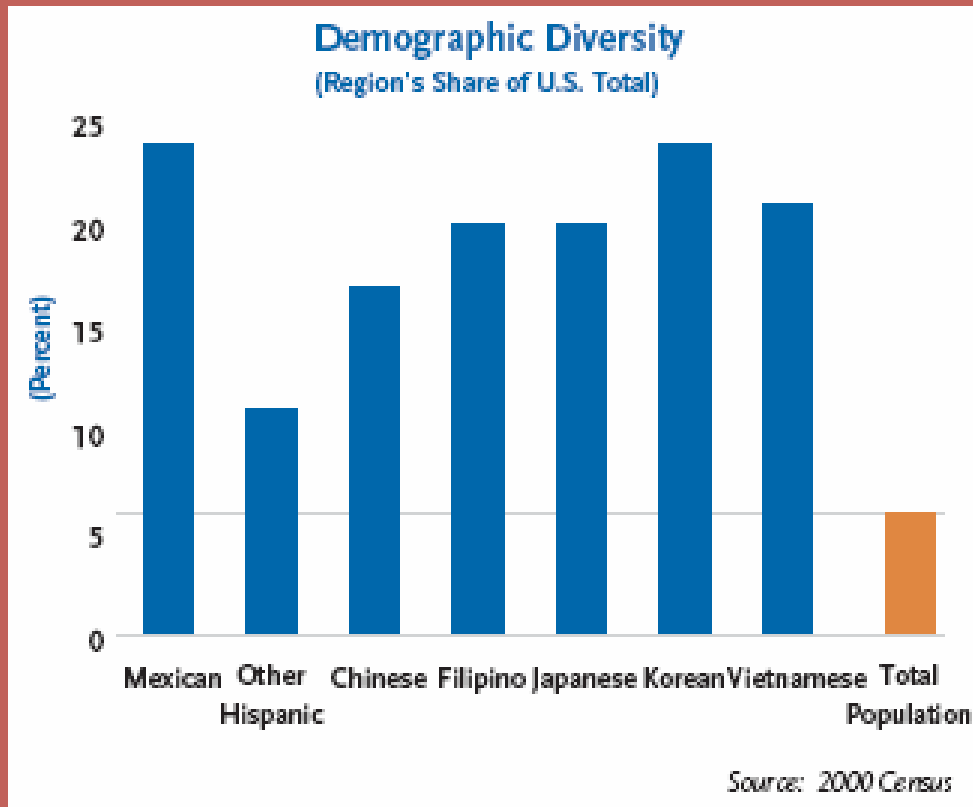
Non-Hispanic whites decline: 80% to 40%

Hispanics climb: 10% to 41%

Asian population grows: 2% to 11%

The Language of Participation

Southern California



■ 6% of U.S. population

■ 25% of U.S. Mexican & Korean pop.

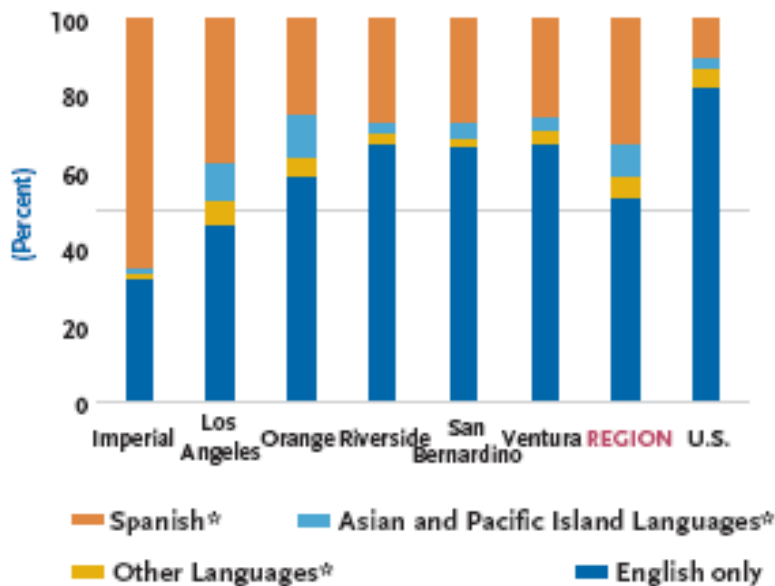
■ 1/5th of U.S. Filipinos, Japanese, & Vietnamese



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Language in Southern California

Figure 9
Language Spoken at Home
(Population 5 Years and Over)



* Persons who speak a non-English language might also speak English at home.
Source: 2000 Census

Spanish in home:
25% of Orange Co.
25% of Ventura Co.
40% of L.A. Co.
65% of Imperial Co.
(10% Nationally)

Asian languages:
10% of homes
(3% Nationally)

The Language of Participation

US Cities with Large Non-English Pop.

Ten Places of 100,000 or More Population With the Highest Percentage of People 5 Years and Over Who Spoke a Language Other Than English at Home, Who Spoke Spanish at Home, and Who Spoke English Less Than "Very Well": 2000

(Data based on sample. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see www.census.gov/prod/cen2000/doc/sf3.pdf)

Place	Number	Percent	90-percent confidence interval
Spoke a Language Other Than English			
Hialeah, FL	197,504	92.6	92.3 - 92.9
Laredo, TX	145,510	91.8	91.4 - 92.2
East Los Angeles, CA	97,645	87.4	86.8 - 88.0
Brownsville, TX	110,003	87.2	86.7 - 87.7
El Monte, CA	84,834	80.7	80.0 - 81.4
Santa Ana, CA	241,303	79.6	79.2 - 80.0
McAllen, TX	73,882	76.1	75.3 - 76.9
Miami, FL	254,536	74.6	74.2 - 75.0
El Paso, TX	369,000	71.3	70.9 - 71.7
Elizabeth, NJ	75,305	67.5	66.7 - 68.3
Spoke Spanish			
Hialeah, FL	195,884	91.9	91.6 - 92.2
Laredo, TX	144,633	91.3	90.9 - 91.7
Brownsville, TX	109,153	86.6	86.1 - 87.1
East Los Angeles, CA ¹	96,525	86.4	85.8 - 87.0
McAllen, TX	74,800	74.0	73.2 - 74.8
Santa Ana, CA	211,276	69.7	69.2 - 70.2
El Paso, TX	356,558	68.9	68.5 - 69.3
Miami, FL	227,293	66.6	66.1 - 67.1
El Monte, CA	64,889	61.8	61.0 - 62.6
Pomona, CA	74,557	55.0	54.2 - 55.8
Spoke English Less Than "Very Well"			
Hialeah, FL	126,358	59.3	58.7 - 59.9
East Los Angeles, CA ¹	57,966	51.9	51.1 - 52.7
Santa Ana, CA	156,692	51.7	51.2 - 52.2
El Monte, CA	53,662	51.1	50.2 - 52.0
Miami, FL	160,790	47.1	46.6 - 47.6
Laredo, TX	69,071	43.6	42.9 - 44.3
Brownsville, TX	52,970	42.0	41.2 - 42.8
Garden Grove, CA	57,313	37.6	36.9 - 38.3
Elizabeth, NJ	41,068	36.8	36.0 - 37.6
Salinas, CA	49,099	35.9	35.2 - 36.6

 East L.A.

 Pomona

64% (96,370) Latino

 El Monte

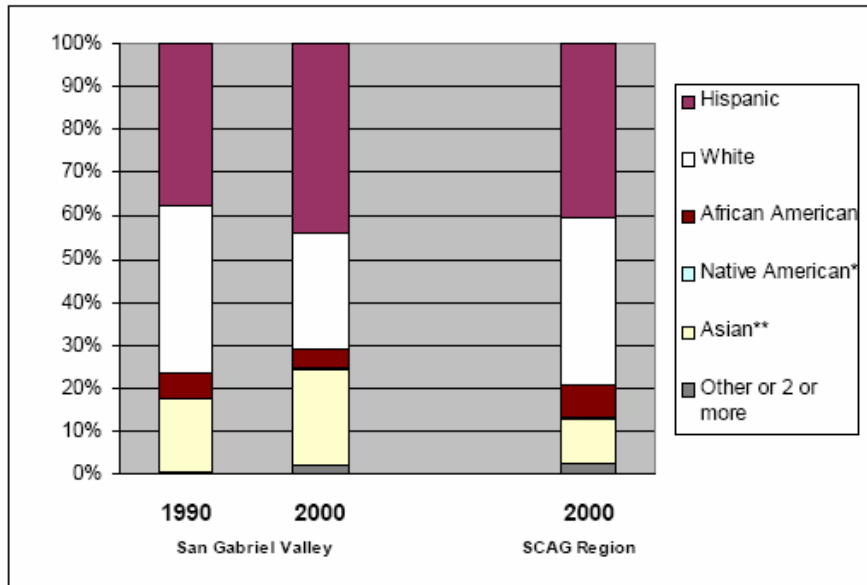
72% (83,945) Latino

11% (1,250) Vietnam

The Language of Participation

San Gabriel Valley

Figure 15. Ethnic Composition by Subarea - 2002



Source: US Census data from SCAG website, IBI Group

*Native American contains Eskimo and Aleut

**Asian contains Native Hawaiian and Pacific Islander

2 million people

1990

2000

Caucasian

39% → 27%

Hispanic

38% → 44%

Asian

17% → 22%

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Asians in San Gabriel Valley

- Majority of L.A. County's 400,000 Chinese-Americans
- Working class in Rosemead & El Monte
- Wealthy Taiwanese in San Marino & Diamond Bar
- Monterey Park - 41.2% (24,758) Hong Kong, Mainland China
- San Marino – 40.6% (5,260) Taiwan
- Arcadia – 34% (18,041) Taiwan
- San Gabriel – 33.6% (13,376) Vietnam
- Alhambra – 33.1% (28,437) Mainland China, Vietnam



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Latinos in San Gabriel Valley



■ South El Monte – 86%
(18,190)

■ La Puente – 83% (34,122)

■ El Monte – 72% (83,945)

■ Baldwin Park – 79% (59,660)

■ Montebello – 74% (46,347)

■ Pomona – 64% (96,370)



The Language of Participation

Why Ethnic Outreach?



- It's the Law:
EO 13166
- It's Effective
- Overcomes
Confusion
- It Fosters
Civic Culture
- It's Important

Understanding Ethnic Communities

Some Perceptions



- Fear/mistrust of government
- Imposing or authoritarian
- Different needs & expectations
- Business protocols
- Body language



Tools for Asian Communities

Asians in America



- Not a monolithic group
- Many languages
- General mistrust of government
- Many do not speak English
- Business norms

Tools for Asian Communities

Approach



- Proactive strategy
- Translate written materials
- Cultural sensitivity
- Use Asian media
- Asian-language websites
- Go to community

Tools for Asian Communities

Asian Media



- 500-600 outlets nationally
- Asian demographics
- Bilingual press releases
- Suggest an angle
- No breakfast or morning briefings



Tools for Asian Communities

Asian Media



- Pick dates carefully (Lunar calendar, Asian holidays)
- Food is always helpful
- Personal relationships with reporters
- Different readerships for different outlets

Tools for Latino Communities

Latinos in America



- Numerous diverse communities
- Latino, Hispanic, Chicano, Cuban....
- Entrepreneurs, workers, leaders
- Political savvy



Tools for Latino Communities

Messages




 Community

 Family

 Health

 Safety

 Leave for the
next generation



Tools for Latino Communities

Approach



 Partnerships

 Social
networks

 Go to people

 Interactive



Building a Program

Hiring Outreach Professionals



 Outreach
experience

 Language

 Culture



Building a Program

Avenues for Outreach



-  Ethnic media
-  Faith-based organizations
-  Community-based organizations
-  Schools, pre-school outreach
-  Translated materials/hotlines



Building a Program

Tools



- Events & celebrations
- Ethnic media
- Local leadership
- Language-specific website
- Door to door
- Speaker's bureau
- Workshops
- Surveys

Building a Program

Assessment



- Assessment surveys
- Interviews with trusted & impartial sources
- Focus groups
- Other?

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